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11/19/51

fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1951

january

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february

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, NOVEMBER 16, 1951</u>			
Now Going On	SHOWING OF SPRING COATS & SUITS Daily showings of the Judy Nell collection of Spring coats and suits. By appointment. Contact: Joan Alexander, WI. 7-2680.	JULIUS NELSON CORP.	247 WEST 38TH STREET SHOWROOM-2ND FLOOR
Nov. 16 11:00 A.M.	EDWIN H. FOREMAN--TINA LESER (N.Y. DRESS INSTITUTE COUTURE GROUP) ADVANCE PRESS SHOWING OF SPRING COLLECTION AT 1410 BROADWAY. By invitation only.		
Friday Nov. 16 2:30 P.M. Champagne	PRESS SHOWING OF SPRING SHOES Champagne party for the press and showing of Penobscot Trampeze mocassin-style shoe collection for Spring. By invitation only. Publicity: Frederick Clinton Co., MU. 2-7433.	PENOBSCOT SHOE CO.	47 WEST 34TH STREET ROOM 418
Friday Nov. 16 4:00 P.M. Cocktails	PREVIEW: SPRING 1952 SPORTSWEAR COLLECTION Robert L. Schwartz & Bro., makers of "Sally Togs", will present the Spring 1952 sportswear and beachwear collection for sizes 3 to 6x; 7 to 14; 12 to 18. By invitation. Contact: Frederick J. Schwartz, MU. 3-8182.	ROBERT L. SCHWARTZ & BRO. (1350 BROADWAY)	HOTEL NEW YORKER PARLOR G-4TH FLOOR
<u>WEEK BEGINNING MONDAY, NOVEMBER 19, 1951</u>			
Monday Nov. 19 9:30 A.M. Coffee	FUR FASHIONS BY SEYMOUR GREAN Press preview by Oppenheim Collins of furs designed by Doris Day for Seymour Grean. By invitation only. Seymour Grean Publicity: Promotions, LO. 4-6730. Oppenheim Collins Publicity: Ruth Bradfield, WI. 7-8200.	OPPENHEIM COLLINS	4TH FLOOR CONFERENCE ROOM
Nov. 19 10:30 A.M.	ORIGINALIA COATS (N.Y. DRESS INSTITUTE COUTURE GROUP) ADVANCE PRESS SHOWING OF SPRING COLLECTION AT 512 SEVENTH AVENUE. By invitation only.		
Monday Nov. 19 1:00 P.M. Luncheon	HOLIDAY FURS AT LUNCHEON SHOW "Spotlighting Elegance In Furs"--Bernham-Stein will present their Holiday collection of furs. Press by invitation. Public by reservation. Contact: PL. 9-3000, Ext. 176. Bernham-Stein Publicity: Viola Shefer, PL. 3-3173. Plaza Fashion Director, Mary Alice Rice, CI. 6-1790.	BERNHAM-STEIN (660 FIFTH AVENUE)	HOTEL PLAZA TERRACE ROOM
Nov. 19 2:30 P.M.	ANTHONY BLOTTA (N.Y. DRESS INSTITUTE COUTURE GROUP) ADVANCE PRESS SHOWING OF SPRING COLLECTION AT 498 SEVENTH AVENUE. By invitation only.		
Monday Nov. 19 4:00 P.M.	PRESS SHOWING OF RESORT COLLECTIONS Lord and Taylor will invite the press to a showing of Resort collections. By invitation only. Publicity: Gloria Carr, WI. 7-3300.	LORD AND TAYLOR	5TH FLOOR BIRD CAGE

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Nov. 19 7:30 P.M.- 9:30 P.M.	EIGHTH SESSION OF FASHION TRAINING COURSE Subject: "Publicity"--store, fabric manufacturer, free lance. Speakers: Adelia Bird Ellis, Forstmann Woolen Co.; Caroline Haight, Saks Fifth Ave.; Ruth Hammer, Ruth Hammer Associates. Fee: \$2.00. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	CARL FISCHER HALL 165 WEST 57TH ST.
Monday Nov. 19 10:30 P.M.	"BLUE COTILLION" BENEFIT BALL The opening of the Christmas Seal Sale for the N.Y. Tuberculosis and Health Association will be highlighted by a "Blue Cotillion" Ball, where guests will wear Cotillion Blue or coordinating shades of blue. There will be a showing of fashions by 23 leading American designers; also English, French and Canadian designers. Tickets: \$10.00, contact: Mary Hooker, Tuberculosis Ass'n., MU. 5-2240. Pierre Fashion Director- Commentator: Nola Luxford, TE. 8-8000.	BENEFIT OF NEW YORK TUBERCULOSIS ASS'N.	HOTEL PIERRE
Nov. 20 10:00 A.M.	PHILIP MANGONE (N.Y. DRESS INSTITUTE COUTURE GROUP) ADVANCE PRESS SHOWING OF SPRING COLLECTION AT 500 SEVENTH AVENUE. By invitation only.		
Tuesday Nov. 20 1:00 P.M. Luncheon	SHOWING OF RESORT FASHIONS AT LUNCHEON Presentation of Carolyn Schnurer's Cruise and Resort fashions during luncheon. Press by invitation. Public by reservation; contact: Head- waiter, PL. 3-0200. Carolyn Schnurer Publicity: Lee Walker, CH. 4-4587. Sherry's Publicity: Rosamond Hanscom, PL. 3-0200.	CAROLYN SCHNURER	SHERRY'S-300 PARK SHERRY ROOM
Nov. 20 2:30 P.M.	CEIL CHAPMAN (N.Y. DRESS INSTITUTE COUTURE GROUP) ADVANCE PRESS SHOWING OF SPRING COLLECTION AT 530 SEVENTH AVENUE. By invitation only.		
Tuesday Nov. 20 4:00 P.M. Cocktails	PREVIEW OF SPRING MILLINERY "Harryson Spring Symphony"--presentation of a collection of millinery to the press and trade. By invitation. Publ.: Maud G. Moody, LE. 2-4049.	HARRYSON HATS	711 FIFTH AVENUE SHOWROOM-5TH FLOOR
Tuesday Nov. 20 4:00 P.M.- 5:30 P.M.	PRESS PREVIEW OF NEW GIFT SHOP The press will be invited to preview the new gift shop on Bonwit Teller's main floor. By invitation only. Publicity: Nancy Talbert, EL. 5-6800.	BONWIT TELLER	MAIN FLOOR
Tuesday Nov. 20 9:00 P.M.	BENEFIT PARTY FOR COSTUME INSTITUTE The fourth annual "Party Of The Year", sponsored by the fashion industries, will be given for the benefit of The Costume Institute of the Metropolitan Museum of Art. Chairman: <u>Executive Committee</u> , Dorothy Shaver; <u>Ticket</u> <u>Committee</u> , Dorothy Shaver, Samuel Deitsch, Richard Koret, Herbert Sondheim; <u>Arrangements Committee</u> , Henry Callahan, Eleanor Lambert, Lloyd Weill; <u>Entertainment Committee</u> , Lloyd Weill; <u>"Pickpocket" Committee</u> , Charles Gumprecht, Richard Koret, Herbert Sondheim, Alieda Van Wesep; <u>Photo-</u> <u>grapher's Row Committee</u> , Leona Bowman; <u>Decor Committee</u> , James Amster, Henry Callahan; <u>Publicity Committee</u> , Gloria Carr, Ruth Jacobs; <u>Feather</u> <u>Fantasy Committee</u> , Alice Richardson. Reservations: \$50.00 each; contact: Julia Raymond, Costume Institute of the Metropolitan Museum, 5th Ave. and 82nd St., TR. 9-5500, Ext. 380.	SPONSORED BY FASHION INDUSTRIES	HOTEL BILTMORE CASCADES

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Nov. 21 10:00 A.M.	BEN REIG (N.Y. DRESS INSTITUTE COUTURE GROUP) ADVANCE PRESS SHOWING OF SPRING COLLECTION AT 498 SEVENTH AVENUE. By invitation only.		
Wednesday Nov. 21 12:30 P.M. Luncheon	CHILDREN'S FASHIONS AT LUNCHEON SHOWING	BO-PEEP FASHIONS	WALDORF-ASTORIA EMPIRE ROOM
	Bo-Peep Fashions will present a Holiday collection of children's wear, 6 months to 6 years, designed by Hulda Schorr, and available at Best & Co.; Bonwit Teller; De Pinna. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Bo-Peep Publicity: Peggy Caile, WI. 7-1562. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.		
Nov. 22	THANKSGIVING DAY (Legal Holiday--Thursday).		
Thursday Nov. 22 10:00 A.M.	TWENTY-FIFTH ANNUAL THANKSGIVING PARADE	MACY'S NEW YORK	FROM 77TH ST. & CENTRAL PARK WEST
	Santa Claus will arrive in New York with Macy's 25th Annual Thanksgiving Day Parade, which will start at 10:00 A.M. at 77th St. and Central Park West, proceed down Central Park West to Columbus Circle, and from there along Broadway to 34th Street, arriving at the reviewing stand in front of Macy's about 11:15 A.M. Parade Marshal: Bert Lahr. There will be 5 giant balloons, featuring a 50-foot "Mighty Mouse"; 15 floats, depicting fairy tales and modern characters; 11 championship bands; and 60 comic and clown heads. Publicity: Helen Law, CH. 4-2000, Ext. 2431.		
Friday Nov. 23 2:30 P.M.	HOLIDAY CLOTHES FROM "YOUNG NEW YORKER SHOP"	LORD AND TAYLOR	6TH FLOOR-YOUNG NEW YORKER SHOP
	Presentation of Holiday fashions from the "Young New Yorker Shop". Press invited. Open to public. Publicity: Gloria Carr, WI. 7-3300.		
Saturday Nov. 24- Dec. 1	"GIVE HANDKERCHIEF WEEK" PROMOTION	HANDKERCHIEF PROMOTIONS INC. (HaP)	THROUGHOUT THE COUNTRY
	Theme: "It's Smart To Give Handkerchiefs". Publ.: Mary Marsh, PL. 7-5809.		
Nov. 26 10:30 A.M.	JANE DERBY (N.Y. DRESS INSTITUTE COUTURE GROUP) ADVANCE PRESS SHOWING OF SPRING COLLECTION AT 785 FIFTH AVENUE. By invitation only.		
Monday Nov. 26 10:30 A.M.	PREVIEW: SPRING "AT-HOME" FASHIONS BY BRIGANCE	TULA, INC.	105 MADISON AVENUE SHOWROOM-5TH FLOOR
	Tula will invite the press to a showing of Spring "at-home" fashions, designed by Brigance. By invitation. Contact: Muriel Victor, MU. 9-3737.		
Monday Nov. 26 12:00 Noon Press Preview; 2:00 P.M. Trade	SPRING AND SUMMER 1952 SHOE FASHIONS	POPULAR PRICE SHOE SHOW OF AMERICA	HOTEL NEW YORKER NORTH BALLROOM
	The Popular Price Shoe Show of America will present a special industry showing of Spring-Summer 1952 shoes for men, women and children. By invitation only, for the press. Trade showings beginning Mon., Nov. 26, at 2:00 P.M. through Wed., Nov. 28. Trade Contact: Edward Atkins, MU. 2-8705. Publicity: Ruth Hammer Associates, EL. 5-7108.		
Nov. 26 2:30 P.M.	PAUL PARNES (N.Y. DRESS INSTITUTE COUTURE GROUP) ADVANCE PRESS SHOWING OF SPRING COLLECTION AT 498 SEVENTH AVENUE. By invitation only.		
Nov. 27 10:30 A.M.	MONTE-SANO & PRUZAN (N.Y. DRESS INSTITUTE COUTURE GROUP) ADVANCE PRESS SHOWING OF SPRING COLLECTION AT 21 WEST 46TH STREET. By invitation only.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Nov. 27 2:30 P.M.	HENRY ROSENFELD'S RESORT AND HOLIDAY FASHIONS "Color Chromatics"--Russeks Fifth Avenue will present a showing of Henry Rosenfeld fashions for Holiday and Resort wear. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR "YOUNG 7TH FLOOR"
Tuesday Nov. 27 4:00 P.M. Cocktails	PRESS PREVIEW: SPRING DRESSES FOR GIRLS Presentation of Spring dresses for children and sub-teens by Individuality Frocks. By invitation only. Publicity: Mollie Baldwin, LE. 2-4281.	INDIVIDUALITY FROCKS (CALLAHAN & COHEN)	520 EIGHTH AVENUE SHOWROOM-23RD FLOOR
Postponed Nov. 28	EDWARD E. BERGER'S PREVIEW, ORIGINALLY SCHEDULED FOR WED., NOV. 28 AT 9:30 A.M., HAS BEEN POSTPONED TO WED., DEC. 5 AT 3:00 P.M. (See Pg. 5).		
Nov. 28 10:30 A.M.	BEN ZUCKERMAN (N.Y. DRESS INSTITUTE COUTURE GROUP) ADVANCE PRESS SHOWING OF SPRING COLLECTION AT 512 SEVENTH AVENUE. By invitation only.		
Wednesday Nov. 28 12:30 P.M. Luncheon	CRUISE FASHIONS AT LUNCHEON SHOW Carolyn Schnurer will present a collection of Cruise fashions. Press by invitation. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000. Schnurer Publicity: Lee Walker, CH. 4-4587. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	CAROLYN SCHNURER	HOTEL PIERRE COTILLION ROOM
Wednesday Nov. 28 12:30 P.M. Luncheon	TALL GALS FASHIONS AT LUNCHEON SHOW Presentation of Resort and Cruise fashions for tall gals by Peg Newton. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Peg Newton Publicity: Donna Cannon, PL. 3-7072. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	PEG NEWTON	WALDORF-ASTORIA EMPIRE ROOM
Postponed Nov. 28	FLEXEES PREVIEW OF SPRING COLLECTION, ORIGINALLY SCHEDULED FOR NOV. 28 AT 3:30 P.M., HAS BEEN POSTPONED TO WED., DEC. 19, AT 3:30 P.M. (See Pg. 6).		
Thursday Nov. 29 And Friday Nov. 30	"ORLON" ACRYLIC FIBER PRESS PREVIEW Demonstrations and fashion show on present and coming developments in fashions and home furnishings, featuring "Orlon", a new Du Pont textile fiber. For press groups at specified hours, by invitation only. <u>Thursday, Nov. 29, at 10:45 A.M. and 12:15 P.M., each followed by buffet luncheon; and at 2:45 P.M. and 4:00 P.M., each followed by cocktails. Friday, Nov. 30, at 10:45 A.M. and 12:15 P.M., each followed by luncheon.</u> Contact: Blanche Gaillard, LO. 3-6400, Ext. 308.	DU PONT COMPANY	SHERRY'S-300 PARK 2ND FL.-BALLROOM
Thursday Nov. 29 12:30 P.M. Luncheon	"WORLD OF SILK" FASHION SHOW "World of Silk"--Int'l Silk Ass'n will present Midwinter and Resort fashions in silk by America's leading designers, for benefit of Cerebral Palsy Soc. of N.Y.C., Inc. Staged by Lester Gaba. Representing the N.Y. Cerebral Palsy Fund: Jinx Falkenburg, Jane Pickens, Eleanor Lambert. Press by invitation. Tickets: \$25.00; contact: Marguerite Horst, PL. 3-3005. Publicity: Eleanor Lambert, MU. 8-2130.	INTERNATIONAL SILK ASSOCIATION-U.S.A.	WALDORF-ASTORIA GRAND BALLROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Nov. 29 1:00 P.M. Luncheon	HOLIDAY AND CRUISE FASHIONS AT LUNCHEON Showing of Mme. Garnett's Holiday and Palm Beach ready-to-wear fashions. Press by invitation. Public by reservation. (Price: \$3.25). Contact: PL. 9-3000, Ext. 176. Mme. Garnett Contact: Margaret Troop, EL. 5-5275. Show Commentator and Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MME. E. GARNETT	HOTEL PLAZA TERRACE ROOM
Tuesday Dec. 4 2:00 P.M.	PREVIEW: READY-TO-WEAR SOPHIE ORIGINALS Saks Fifth Avenue will present Early Spring and Summer Sophie Originals, designed by Sophie of Saks Fifth Avenue and by Stephen Erklin. By invitation. Publicity: Grace de Mun, RE. 7-4206; or PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
Tuesday Dec. 4 4:00 P.M. Cocktails	JOHN ROBERT POWERS' "SECRETS OF FASHION" John Robert Powers will present a Spring collection, "Secrets of Fashion", designed for him by leading manufacturers, and carrying his label. <u>Showing at 4:30 P.M.</u> By invitation only. Powers Contact: Carl E. Kempf, PL. 5-0990. Publ.: Merchandising Coordinates, WA. 9-6758 or WA. 9-9155.	JOHN ROBERT POWERS	STORK CLUB 3 EAST 53RD STREET
Wednesday Dec. 5 12:15 P.M. Luncheon	COSMETICS DIVISION LUNCHEON MEETING "Her Age Is Nobody's Business . . . But Yours!" -- a discussion of the <u>Forgotten Market</u> in beauty and fashion. Speakers: Virginia Pope, fashion editor, N.Y. Times; Alice Mathews, cosmetics buyer, Mandel Brothers, Chicago; Dr. Martin Gumpert, physician, author, lecturer on Geriatrics; Dr. Erno Laszlo, head of the Laszlo Institute of Cosmetology; also, vital statistics by the Institute of Life Insurance. Chairman: Beatrice Castle. Price: \$4.00 for members; \$4.25 for guests (two per member). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Wednesday Dec. 5 12:15 P.M.; 6:00 P.M.	SHOWING OF MCKETTRICK FASHIONS Saks 34th will present McKettrick fashions for women who work. Press invited. Open to public. Publicity: Rita Dobbins, LA. 4-7000.	SAKS 34TH STREET	4TH FLOOR TALLY-HO SHOP
Wednesday Dec. 5 12:30 P.M. Luncheon	BRIDAL FASHIONS AT LUNCHEON SHOWING "To The Bride"---presentation of bridal fashions, designed by Joel for Murray Hamburger, Inc., coordinated with bridal table decor by Carole Stupell and Bride's Magazine. Flower Stylist---Kathryn Churchill. Press by invitation. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE.8-8000.	MURRAY HAMBURGER, INC.	HOTEL PIERRE COTILLION ROOM
Wednesday Dec. 5 12:30 P.M. Luncheon	DAVID CRYSTAL'S RESORT FASHIONS AT LUNCHEON Saks Fifth Avenue will present Resort and Cruise fashions by David Crystal, Izod of London and Haymaker. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. David Crystal Publicity: Terry Mayer, BR. 9-6560. Waldorf Fashion Publ.: Madeleine Riordan, EL. 5-3000.	SAKS FIFTH AVENUE	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Dec. 5 3:00 P.M.	PREVIEW: BRIDAL HEADDRESS FASHIONS "Bridal Bouquets"---presentation of bridal headdresses and bridesmaids' hats by Edward E. Berger, Inc., in the Lounge. (<u>Note change of date and time</u>). Publ.: Maud G. Moody, LE. 2-4049.	EDWARD E. BERGER, INC.	HOTEL SHELBURNE LEX. AVE. & 37TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Dec. 6 1:00 P.M. Luncheon	PRESENTATION OF RESORT FASHIONS AT LUNCHEON "Sun Superlatives"--showing of Resort fashions by Russeks Fifth Avenue during luncheon. Press by invitation. Public by reservation. (Price: \$3.25). Contact: PL. 9-3000, Ext. 176. Russeks Publicity: Florence Lord, WI. 7-1900. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Wednesday Dec. 12 9:30 A.M. Coffee	PREVIEW OF STOLES, SCARVES, HANDKERCHIEFS H.I. Herzman will invite the press to a preview of his Spring collection of Carol Stanley stoles, scarves, handkerchiefs, and Boutique items. By invitation only. Publicity: Ruth Hammer Assoc., EL. 5-7108.	CAROL STANLEY	10 EAST 38TH STREET SHOWROOM
Wednesday Dec. 12 12:30 P.M. Luncheon	RESORT & SPRING FASHIONS AT LUNCHEON "Touch Of Tomorrow"--Lotte of Drewyn will present fashions for Resort and Spring during luncheon. Press by invitation. Public by reservation; contact: Fashion Show Reservation, TE. 8-8000. Lotte of Drewyn Publicity: Sidney Dee Bloeme, JU. 6-4490. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	LOTTE OF DREWYN, LTD.	HOTEL PIERRE COTILLION ROOM
Wednesday Dec. 12 12:30 P.M. Luncheon	RESORT SUITS AT LUNCHEON SHOW Bass-New York will show Resort and Cruise suits during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Bass-New York Publicity: Laura Benham, RE. 7-8230. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	BASS-NEW YORK	WALDORF-ASTORIA EMPIRE ROOM
Tuesday Dec. 18 7:00 P.M. Formal Dinner	RESORT COLLECTION BY CAROLYN SCHNURER "Flight To Japan"--via BOAC, a presentation by Peck & Peck of their confined collection of Resort fashions, designed by Carolyn Schmurser. By invitation only. Publicity: Mrs. D. J. Todd, OR. 3-4700; Ouida Wagner, BOAC, CO. 5-3737.	PECK & PECK	BROOKLYN MUSEUM SCULPTURE COURT
Wednesday Dec. 19 12:15 P.M. Luncheon	READY-TO-WEAR DIVISION CHRISTMAS LUNCHEON The Fashion Group's Ready-To-Wear Division will have a Christmas Luncheon. Chairman: Gwen Randolph. More details later. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Wednesday Dec. 19 3:30 P.M. Cocktails	PREVIEW OF SPRING FOUNDATIONS & BRAS Press preview of Spring line of Flexees foundations, bras and girdles. Showing at 4:00 P.M. (Note Change of Date). By invitation only. Publ.: Sandra Kahn, MU. 9-2100.	FLEXEES--ARTISTIC FOUNDATIONS, INC.	417 FIFTH AVENUE SHOWROOM
Dec. 25	CHRISTMAS DAY (Tuesday--Legal Holiday).		
Jan. 1	NEW YEAR'S DAY (Tuesday--Legal Holiday).		
Thursday Jan. 3 10:00 A.M. Breakfast	SPRING MILLINERY AT PRESS SHOWING Showing of Sally Victor's Spring millinery collection to the N.Y. fashion press. By invitation only. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Jan. 7 10:00 A.M.	PRESS SHOWING OF SPRING MILLINERY Walter Florell will present his Spring millinery collection to the N.Y. fashion press. By invitation only. Contact: Walter Florell, PL. 5-8424.	WALTER FLORELL	29 EAST 53RD STREET SALON
Monday Jan. 7 2:30 P.M.	PRESS SHOWING OF SPRING MILLINERY Emme will invite the press to a preview of her Spring millinery collection. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	EMME	26 EAST 56TH STREET SALON
Monday Jan. 7 4:00 P.M. Cocktails	PRESS SHOWING OF SPRING MILLINERY L. & B. Karo will invite the press and trade to a presentation of the Spring millinery collection and a celebration of their 35th Anniversary. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	L. & B. KARO	7 EAST 37TH STREET SHOWROOM-11TH FLOOR
Tuesday Jan. 8 8:00 A.M. Breakfast	SPRING MILLINERY BREAKFAST FORUM Annual forum of the MMEA with fashion, merchandising and business experts discussing millinery trends, problems and developments. By invitation only. Publicity: Ruth Weintraub, PL. 3-2116.	MILLINERY MERCHANDISING EXECUTIVES' ASSOCIATION	WALDORF-ASTORIA PERROQUET SUITE
Tuesday Jan. 8 4:30 P.M.	LA TAUSCA SEMI-ANNUAL FASHION PRESENTATION The House of Heller will present their semi-annual fashion show, featuring the Spring collection of Majeska-designed pearl jewelry for La Tausca. Showing at 5:00 P.M. (Cocktails after the show). Commentator: Helen Faith Keane. Fashion Coordinator: Ruth Lerner. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	THE HOUSE OF HELLER (411 FIFTH AVENUE)	HOTEL PLAZA MAIN BALLROOM
Tuesday Jan. 8 7:00 P.M. Dinner	SPRING HAT FASHION SHOW AND DINNER Semi-annual millinery fashion show for trade and press. Reservations: Dinner and Show, \$20.00 (including tax); Mezzanine: show only, \$10.00 (including tax). Show at 9:00 P.M. For tickets, contact: Millinery Stabilization Commission, LO. 4-7800. Press by invitation. Publicity: Mary Kelley, LO. 4-7800.	MILLINERY STAB. COMM.; MILLINERY FASHION BUR.	HOTEL ASTOR GRAND BALLROOM
Wednesday Jan. 9 9:30 A.M. Breakfast	BREAKFAST PREVIEW OF SPRING MILLINERY Breakfast showing of the Spring millinery collection by Irene of New York. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
Wednesday Jan. 9 11:00 A.M.	PRESS PREVIEW: SPRING MILLINERY FASHIONS By invitation only. Publicity: Lily Davis, PL. 3-1010.	JOHN-FREDERICS	29 EAST 48TH STREET SALON
Thursday Jan. 10 11:00 A.M.	PRESS PREVIEW: SPRING MILLINERY COLLECTION By invitation only. Publicity: Petty Nelson, MU. 8-4906.	MR. JOHN, INC.	53 EAST 57TH STREET SALON
Thursday Jan. 10 2:30 P.M.	SPRING MILLINERY AT PRESS PREVIEW By invitation only. Publicity: Donna Cannon, PL. 3-7072.	LADDIE NORTHRIDGE	16 WEST 57TH STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Jan. 11 10:00 A.M. Brunch	PRESS & TRADE PREVIEW OF SPRING MILLINERY Beatrice-Martin will invite the press and trade to a brunch and preview of her millinery collection for Spring. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	BEATRICE-MARTIN	HOTEL PLAZA WHITE & GOLD SUITE
Monday Jan. 14 2:30 P.M.	MILLINERY PREVIEW FOR LOCAL PRESS Lilly Dache will present her Spring millinery to the N.Y. fashion editors. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	LILLY DACHE	78 EAST 56TH STREET PENTHOUSE
Monday Jan. 14 3:00 P.M.- 7:00 P.M. Cocktails	PRESS & TRADE SHOW OF NEW FOUNDATIONS Maidenform will invite the press and trade to a showing of the Spring collection. Showing at 6:00 P.M. By invitation only. Publicity: Jan Lovett, William H. Weintraub & Co., MU. 8-3901.	MAIDENFORM BRASSIERE CO.	HOTEL PIERRE GRAND BALLROOM

CHRISTMAS ACTIVITIES IN LOCAL STORES

Now Going On	SANTA CLAUS WILL VISIT WITH CHILDREN Santa Claus will distribute coloring books to the children. Publicity: Frances Bemis, Feature Events Dept., TR. 5-7200.	ABRAHAM & STRAUS (BROOKLYN)	8TH FLOOR TOY DEPT.
Now Going On	CHILDREN'S PENNY- BANK GIFT SHOP Special Penny-Bank Shop where children may purchase gifts, with prices ranging from 25¢ to \$2.00. Santa will be at the Toy Fair (6th Floor). Publicity: Lois Garrett, MU. 9-7000.	B. ALTMAN & CO.	5TH FLOOR
Now Going On	MINIATURE MEDIEVAL CASTLE FOR CHILDREN Children will tour a miniature castle and see how castles were captured during the medieval period. Admission: 9¢. Sir Santa and His Knights will be on the 4th Floor. Publ.: John von Arnold, Market 2-1212.	L. BAMBERGER & CO. (NEWARK)	6TH FLOOR TOY DEPT.
Now Going On	SPACE SHIP AND ANIMATED TOYLAND Children may ride on a 33-foot space ship, "Polaris", around Gimbel's animated toyland. Admission free. Carousel ride: 30¢ (tax included). Santa Claus will greet children. Publicity: Charline Sutton or Gay Stearns, LO. 5-1500, Ext. 600.	GIMBELS	6TH FLOOR TOY DEPT.
Now Going On	SPACE SHIP RIDE FOR CHILDREN Children may ride on a space ship around the toy department. Fee: 29¢. Publicity: Paul Murphy, TR. 5-8100.	LOESER'S (BROOKLYN)	5TH FLOOR TOY DEPT.
Now Going On	"ALICE IN WONDERLAND" TRAIN RIDE Children may have an "Alice in Wonderland" Train Ride for 12¢, see midget movies, and have their pictures taken with Santa Claus. Publicity: Muriel Lipchik, TR. 5-5700.	NAMM'S (BROOKLYN)	3RD FLOOR TOY DEPT.

(Continued On Following Page)

DATEWHAT'S GOING ONGIVEN BYWHERECHRISTMAS ACTIVITIES IN LOCAL STORES (Continued)

Saturday Nov. 17 9:30 A.M.	SANTA ARRIVES BY HELICOPTER Arnold Constable's Santa Claus will arrive by helicopter, landing at Helip- port #1, Pier 41, East River, Sat., Nov. 17. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	PIER 41, EAST RIVER NEW YORK
Beginning Monday Nov. 19	DAILY LUNCHEONS WITH SANTA CLAUS Santa's daily luncheon parties will begin Monday, Nov. 19, at 10:45 A.M. Price: 75¢. By reservation only. Children may ride on a space ship, 2nd Floor. Price: 9¢. Santa will reside on the 8th Floor, at the Toy Fair. Publicity: Constance Bray, Mitchell 2-8000.	KRESGE-NEWARK	7TH FLOOR REGIMENTAL ROOM
Beginning Monday Nov. 19	ROCKET RIDE AROUND TOY DEPARTMENT Children may ride around the ceiling of the toy department in a "rocket" ship. Fee: 9¢. Santa Claus will arrive at the store on Nov. 23. Publicity: Ester Podester, GR. 3-4700.	JOHN WANAMAKER	2ND FLOOR TOY DEPT.
Beginning Wednesday Nov. 21	MARIONETTE SHOWS AND CARNIVAL The Kingsland Marionettes will perform daily at 10:00 A.M., 11:00 A.M. and 12:00 Noon in the 3rd Floor Auditorium, showing scenes from popular children's stories and nursery rhymes. Also, in the 14th Street window, beginning at 1:00 P.M. daily, the Marionettes will present a series of 35 vaudeville acts during 10-minute intervals. Santa will preside over the Carnival in Toy Town where children may ride on carousels and sail- boats for 8¢ per ride. Publicity: Lillian Suchanek, OR. 5-5000.	HEARN DEPARTMENT STORE	3RD FLOOR-TOY TOWN AUDITORIUM
Beginning Friday Nov. 23	IMPORTED MECHANICAL MONKEY BAND Five mechanical monkies, imported from Germany, will play musical instru- ments. Publicity: Alice Hutton, EL. 5-5900, Ext. 455.	BLOOMINGDALE'S	6TH FLOOR RUG DEPT.
Beginning Monday Nov. 26	"721 CLUB" GIFT SHOP "FOR MEN ONLY" Consultants will assist male shoppers in their selection of Christmas gifts, beginning Tuesday, Nov. 27. "Ladies' Day" Preview of service, Nov. 26, from 4:00 P.M. to 7:00 P.M. Admission by ticket only. (Entrance to 2nd Floor Club on 56th Street). Publicity: Nancy Talbert, EL. 5-6800.	BONWIT TELLER	2ND FLOOR
Beginning Thursday Nov. 29	SHOPPING SERVICE FOR MEN ONLY The "Wise Men's Club", for men only to facilitate selection of Christmas gifts. (Preview for women on Nov. 29, Nov. 30 and Dec. 1, all day). Publicity: Georgine Thomson, WI. 7-7000.	JAMES McCREERY & CO.	3RD FLOOR
Beginning Monday Dec. 3	DOLL'S HOUSE & SANTA CLAUS There will be a doll's house for children, with Santa Claus distributing balloons. Publicity: Lenore Benson, WI. 7-9600.	FRANKLIN SIMON	6TH FLOOR CHILDREN'S DEPT.

BALLET...MOVIES...MUSIC...THEATRE

Beginning Monday Nov. 19	SECOND WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, 39TH ST. & B'WAY Nov. 19: Verdi's RIGOLETTO. Nov. 21: Mozart's LE NOZZE DI FIGARO. Nov. 22: Verdi's AIDA. Nov. 23: Verdi's RIGOLETTO. Nov. 24, Mat.: Puccini's LA BOHEME. Nov. 24, Eve.: Verdi's LA TRAVIATA. Publicity: Margaret Carson, PE. 6-1200.
Monday Nov. 19	EIGHTEENTH ANNUAL "NIGHT OF STARS" BENEFIT, MADISON SQ. GARDEN, 8TH & 50TH Stars of stage, screen, radio, television will appear at the 18th annual presentation of the "Night of Stars", for the benefit of the United Jewish Appeal of Greater N.Y. Contact: CO. 5-1787.
Beginning Tuesday Nov. 20	SECOND WEEK: N.Y. CITY BALLET CITY CENTER, 131 WEST 55TH STREET Nov. 20: MOTHER GOOSE SUITE, SWAN LAKE, THE CAGE, BOURREE FANTASQUE; Nov. 21: CONCERTO BAROCCO, TYL EULENSPIEGEL, ILLUMINATIONS, FIREBIRD; Nov. 22: SYMPHONIE CONCERTANTE, TINTAGEL, ORPHEUS, CAKE WALK; Nov. 23: SWAN LAKE, PRODIGAL SON, A LA FRANCAIX, LA VALSE; Nov. 24, Mat.: JINX, PAS DE TROIS, THE DUEL, CAKE WALK; Nov. 24, Eve.: CONCERTO BAROCCO, AGE OF ANXIETY, PAS DE TROIS, FIREBIRD; Nov. 25, Mat.: SERENADE, MIRACULOUS MANDARIN, TINTAGEL, LA VALSE; Nov. 25, Eve.: CARD GAME, THE FAIRY'S KISS, THE CAGE, APPOLLO. Prices: \$1.50-\$3.60. Publ.: Philip Bloom, CH. 4-5185.
Tuesday Nov. 20	OPENING: "NEVER SAY NEVER" BOOTH THEATRE, 222 W. 45TH ST. Albert H. Rosen and Lester Meyer will present a comedy by Carl Leo, starring Anne Jackson and Hugh Reilly. Director: Robert Sinclair. Scenery: Frederick Fox. Costumes: Alice Gibson. Publ.: Tom Weatherly, CO. 5-0780.
Wednesday Nov. 21	PREMIERE: "GOLDEN GIRL" (Movie) ROXY THEATRE, 7TH AVE. & 50TH ST. Twentieth Century-Fox Technicolor movie based on the life of Lotta Crabtree, musical comedy star of the middle 19th Century, featuring Mitzi Gaynor with Dale Robertson, Dennis Day, James Barton and Una Merkel. Producer: George Jessel. Director: Lloyd Bacon. Costumes: Charles LeMaire. Publicity: Elizabeth Eisenhart, CO. 5-3320.
Wednesday Nov. 21	OPENING: "TO DOROTHY, A SON" GOLDEN THEATRE, 252 WEST 45TH STREET Herman Shumlin presentation which was a London success last year. Cast includes Ronald Howard, Hildy Parks and Stella Andrew. Director: Herman Shumlin. Scenery: William and Jean Eckart. Costumes: Hazel Roy. Publicity: Sam Friedman, PL. 7-4380.
Thursday Nov. 22	PREMIERE: "TOO YOUNG TO KISS" (Movie) RADIO CITY MUSIC HALL, 6TH AVE. & 50 MGM comedy romance about a concert master and a young woman who poses as a child musician. Stars: June Allyson and Van Johnson. Producer: Sam Zimbalist. Director: Robert Z. Leonard. Costumes: Helen Rose. Publicity: Herbert Crooker, JU. 2-2000.
Saturday Nov. 24	OPENING: "GIGI" FULTON THEATRE, 210 WEST 46TH ST. A new comedy by Anita Loos, presented by Gilbert Miller, adapted from Colette's novel about a young Parisian girl who is taught manners and morals by her aunts. Stars: Cathleen Nesbitt, Michael Evans and Josephine Brown. Director: Raymond Rouleau. Settings and Costumes: Raymond Sovey. Publicity: Richard Maney, WI. 7-6939.
Wednesday Nov. 28	OPENING: "I AM A CAMERA" EMPIRE THEATRE, B'WAY & 39TH ST. Gertrude Macy and Walter Starcke will present John van Druten's play. Publicity: Barry Hyams, JU. 6-5274.